

## Message Text

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ACTION EUR-12

INFO OCT-01 ISO-00 CU-02 USIA-06 L-02 HEW-02 SS-15 NSC-05

SP-02 /047 W

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R 071717Z APR 75

FM AMEMBASSY PARIS

TO SECSTATE WASHDC 8195

LIMITED OFFICIAL USE SECTION 01 OF 02 PARIS 08629

E.O. 11652 N/A

TAGS: ACUL

SUBJECT: CALL ON SECSTATE FOR CULTURE

1. I CALLED ON SECRETARY OF STATE FOR CULTURAL AFFAIRS MICHEL GUY ON APRIL 3 TO DISCUSS, AT HIS REQUEST, WAYS OF STEPPING UP CULTURAL EXCHANGES BETWEEN THE UNITED STATES AND FRANCE. GUY, WHO IS KNOWN AS FRIEND OF THE UNITED STATES IN THE ARTS, SAID THE TIME HAS COME TO DEVELOP A NEW RELATIONSHIP IN THIS AREA. HE EXPRESSED INTEREST IN EXCHANGING, IN HIS WORDS, SOMETHING DRAMATIC THIS YEAR.

2. GUY SAID HE HAD DISCUSSED A NEW APPROACH TO EXCHANGES WITH NANCY HANKS OF THE ENDOWMENT FOR THE ARTS, AND ASSISTANT SECRETARY OF STATE JOHN RICHARDSON WHEN HE WAS RECENTLY IN THE STATES. HE SAID MR. RICHARDSON TOLD HIM HE WOULD BE IN PARIS THIS SPRING AND WOULD BE READY TO EXPLORE THE QUESTION FURTHER. GUY SAID FRANCE IS READY TO START DISCUSSIONS AT ANY TIME, AT ANY LEVEL.

3. I THANKED GUY FOR HIS INTEREST AND SUGGESTED A WORKING COMMITTEE BE SET UP IN PARIS TO DEVELOP PROPOSALS THAT MIGHT BE REVIEWED BY HIGHER OFFICIALS LATER. GUY AGREED AND SUGGESTED FOREIGN OFFICE DIRECTOR GENERAL OF CULTURAL AND SCIENTIFIC AFFAIRS

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JEAN LALOY AND MINISTRY OF CULTURE DIRECTOR OF CABINET

GERARD MONTASSIER, WITH PAO REPRESENTING OUR SIDE.  
(THERE MIGHT BE SOMEONE FROM THE MINISTRY OF EDUCATION  
BROUGHT IN AS WELL, ALTHOUGH THIS WAS NOT MENTIONED  
DURING THE MEETING.) THE GROUP IS TO GET TOGETHER  
AS SOON AS POSSIBLE.

4. ON THE BICENTENNIAL, GUY SAID FRANCE WANTED TO  
DO THE MAXIMUM. THE ONLY SPECIFIC PROJECT HE  
SUGGESTED WAS NEW YORK CITY BALLET PERFORMANCE IN  
FRANCE IN 1976. GUY STATED CATEGORICALLY THAT FRANCE  
WOULD PAY TO BRING THEM OVER WITH OR WITHOUT FINANCIAL  
HELP FROM THE UNITED STATES. HOWEVER, HE ADDED, HE  
VERY MUCH HOPED THAT THE UNITED STATES WOULD BE ABLE  
TO MAKE SOME CONTRIBUTION AS A SIGN OF UNITED  
STATES INTEREST IN FRENCH EFFORTS TO MAKE A MAJOR  
CONTRIBUTION TO THE BICENTENNIAL AND TO CULTURAL  
EXCHANGES GENERALLY. I REPLIED THAT WE WOULD  
LOOK INTO THE QUESTION BUT BROUGHT UP OUR OWN  
FUNDING PROBLEMS.

5. GUY WAS CRITICAL OF WHAT HE ALLEGED TO BE A U.S.  
POLICY OF NEGLECTING WESTERN EUROPE IN ALLOCATING  
FUNDS FOR THE PERFORMING AND VISUAL ARTS IN FAVOR  
OF LATIN AMERICA AND EASTERN EUROPE. HE CONTENTED  
FRENCH AND AMERICANS HAVE TAKEN CULTURAL AFFINITY  
AND UNDERSTANDING FOR GRANTED DURING RECENT DECADES,  
BUT IN FACT NEW U.S. CULTURAL DEVELOPMENTS OVER  
THE LAST 30 YEARS ARE NOT ADEQUATELY KNOWN IN FRANCE.  
HE RECOMMENDED DEVELOPING THE SAME KIND OF  
RELATIONSHIP AND ON-GOING EXCHANGE OF INFORMATION  
AND PEOPLE AS IN FIELDS OF SCIENTIFIC RESEARCH.

6. WHEN GUY WAS PARIS' TOP FESTIVAL IMPRESSARIO, HE  
BUILT UP AN IMPRESSIVE RECORD OF BRINGING U.S.  
PERFORMING ARTS TO FRANCE. HE CLAIMS TO BE CLOSE TO  
PRESIDENT GISCARD D'ESTAING, MENTIONING THAT IN FIVE  
MINUTEDISCUSSION, PRESIDENT GISCARD GAVE HIM A  
SPECIAL ALLOCATION OF THE EQUIVALENT OF ONE MILLION  
DOLLARS TO SUPPORT HIS PLANS FOR BICENTENNIAL YEAR  
FRENCH ACTIVITIES. HE ALSO LEFT THE CLEAR  
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INFERENCE THAT HE IS UNSATISFIED WITH PROGRESS TO  
DATE, IN THE SENSE THAT CONVERSATIONS IN WASHINGTON  
AND WITH LOWER-LEVEL EMBASSY OFFICIALS HERE HAVE NOT  
LED TO NEW INITIATIVES OR EXPANDED ACTION IN EXCHANGE  
AREAS.

COMMENT: THERE IS NO DOUBT THAT GUY IS SERIOUS IN  
PROPOSING A WIDER RANGE OF CULTURAL EXCHANGES AND HE

HAS THE RESOURCES TO MANAGE THE FRENCH SIDE OF SUCH  
A PROGRAM. MOREOVER, MFA OFFICIALS AND SECRETARY OF

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ACTION EUR-12

INFO OCT-01 ISO-00 CU-02 USIA-06 L-02 HEW-02 SS-15 NSC-05

SP-02 /047 W

----- 024440

R 071717Z APR 75

FM AMEMBASSY PARIS

TO SECSTATE WASHDC 8196

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STATE FOR HIGHER EDUCATION JEAN-PIERRE SOISSON HAVE  
TAKEN A SIMILAR LINE. HOW FAR PRESIDENT GISCARD IS  
AWARE OF THESE MOVES IS DIFFICULT TO ASCERTAIN,  
BUT GIVEN HIS STATEMENTS ON BOTH THE BICENTENNIAL  
AND RELATIONS WITH THE UNITED STATES PLUS GUY'S  
STATEMENT THAT HE HAS DISCUSSED HIS PROPOSALS WITH  
THE PRESIDENT LEAD US TO BELIEVE THAT THE PRESIDENT  
IS FAVORABLY DISPOSED. CONSIDERING FRENCH INTELLECTUAL  
FEARS, SUSPICIONS AND CHAUVINISTIC APPROACH TO THEIR  
CULTURE IN THE RECENT PAST, WE MAY HAVE A UNIQUE OPPOR-  
TUNITY HERE TO MAKE A SUBSTANTIAL CONTRIBUTION TO  
FRANCO-AMERICAN CULTURAL RELATIONS ON A WIDER FRONT THAN  
HERETOFORE. I WOULD LIKE TO DISCUSS THIS MATTER  
DURING MY FORTHCOMING CONSULTATIONS IN WASHINGTON,  
LOOKING FOR WAYS IN WHICH WE COULD MAKE A LARGER  
CONTRIBUTION IN THE CULTURAL AREA USING BOTH PRIVATE  
AND OFFICIAL MEANS. I ALSO HOPE WE CAN FIND SOME  
MEANS OF CONTRIBUTING TO A NEW YORK CITY BALLET VISIT  
TO FRANCE IN 1976. IN ANY EVENT, WE MUST GIVE A REASON-  
ABLY DEFINITIVE RESPONSE TO GUY'S INITIATIVE. THERE IS  
NO DOUBT IN MY MIND THAT U.S. UNWILLINGNESS OR

INABILITY TO RESPOND POSITIVELY WILL BE INTERPRETED  
BY GUY AND OTHERS AS A REFUSAL TO MEET THE FRENCH  
HALF-WAY. UNLESS WE ARE WILLING TO CONSIDER  
SERIOUSLY A GREATER COMMITMENT OF RESOURCES TO  
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FRANCO-AMERICAN EXCHANGES, IT WOULD PROBABLY BE  
BETTER TO TURN OFF THE DISCUSSIONS NOW RATHER THAN GO  
FURTHER DOWN A DEAD-END STREET.  
RUSH

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## Message Attributes

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